

Rep Order# 6864210
Ver# 1
Status New
EC'd Yes

Traffic Order#

Printed: 10/16/2012 3:25 PM
Last Received: 10/16/2012 11:52 AM
Showing Buylines: All Lines

1 of 4

Station WAVY-TV NORFOLK, VA.
Advertiser () VETS 4 STRONG AMER.
Product VETS 4 STRONG AMER.
Estimate# 574
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //574
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: VETS FOR STRONG AMERICA SC=*

-- REMARKS --

THIS IS NEW CONTRACT

TOTAL 58,600

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A	NEWS	:30	\$2,000.00	10/17-10/19	2	1	2	\$4,000.00	
				Buyline Comment: NEWS								
	2	W-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/17-10/19	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	3	W-F	12P-1P	NEWS AT NOON	:30	\$300.00	10/17-10/19	3	1	3	\$900.00	
				Buyline Comment: NEWS AT NOON								
	4	TH	530P-6P	NEWS	:30	\$1,500.00	10/18-10/18	1	1	1	\$1,500.00	
				Buyline Comment: NEWS								
	5	TH-F	6P-630P	WAVY NEWS/NBC NEWS	:30	\$2,000.00	10/18-10/19	2	1	2	\$4,000.00	
				Buyline Comment: WAVY NEWS/NBC NEWS								
	6	W-TH	630P-7P	NBC NIGHTLY NEWS	:30	\$1,800.00	10/17-10/18	2	1	2	\$3,600.00	
				Buyline Comment: NBC NIGHTLY NEWS								
	7	W-F	11P-1135P	NEWS	:30	\$2,000.00	10/17-10/19	3	1	3	\$6,000.00	
				Buyline Comment: NEWS								
	8	W	9P-10P	LAW AND ORDER SVU	:30	\$2,500.00	10/17-10/17	1	1	1	\$2,500.00	
				Buyline Comment: LAW AND ORDER SVU								

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---	---	---	---	---	---	---	---	---	---	---	---	---
	20	M-TU	7A-9A	Today Show Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/22-10/23	2	1	2	\$4,000.00	
	21	M-TU	12P-1P		:30	\$300.00	10/22-10/23	2	1	2	\$600.00	
	22	M-TU	530P-6P	Wavy News Buyline Comment: WAVY NEWS	:30	\$1,500.00	10/22-10/23	2	1	2	\$3,000.00	
	23	M-TU	6P-630P		:30	\$2,000.00	10/22-10/23	2	1	2	\$4,000.00	
	24	M-TU	630P-7P	NBC Nightly News Buyline Comment: NBC NIGHTLY NEWS	:30	\$1,800.00	10/22-10/23	1	1	1	\$1,800.00	
	25	M-TU	11P-1135P		:30	\$2,000.00	10/22-10/23	2	1	2	\$4,000.00	

--REPORT TOTALS--

Report Totals: 39 / \$58,600.00

--SALES MONTHLY TOTALS--

Oct 12: 39 / \$58,600.00
Sales Totals: 39 / \$58,600.00
Station Totals: 39 / \$58,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$127,391	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 0%	WVBT 6%	WVEC 22%		

--COMPETITIVE COMMENTS--

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COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

-- CREDIT RISK --
CASH IN ADVANCE